

NOMINATION FOR AWARD		
AWARD <b>Outstanding Public Affairs Entry Level Civilian</b>	CATEGORY (If Applicable) <b>Individual</b>	AWARD PERIOD <b>1 Jan-31 Dec 01</b>
RANK/NAME OF NOMINEE (First, Middle Initial, Last) <b>Lois A. Walsh, GS-1035-07</b>	SSN (Enter Last 4 Only) <b>6367</b>	MAJCOM, FOA, OR DRU <b>AFMC</b>
DAFSC/DUTY TITLE <b>Public Affairs Specialist</b>	NOMINEE'S TELEPHONE (DSN & Commercial) <b>872-3931/ (850) 882-3931</b>	
UNIT/OFFICE SYMBOL/STREET ADDRESS/BASE/STATE/ZIP CODE <b>AAC/PA/101 W D Ave, Ste 109, Eglin AFB FL 32542-5498</b>		
RANK/NAME OF UNIT COMMANDER (First, Middle Initial, Last)/COMMANDER'S TELEPHONE (DSN & Commercial) <b>Brig Gen Robert W. Chedister/872-5422/(850) 882-5422 robert.chedister@eglin.af.mil</b>		
SPECIFIC ACCOMPLISHMENTS (Use single-spaced, bullet format)		
<p><b>Overall Effectiveness/Job Accomplishment</b></p> <ul style="list-style-type: none"> <li>- Recognized for her professional excellence, Mrs. Walsh was awarded a GS-9/11, effective 2 Dec 01</li> <li>- As acting Media Chief for five months, received notable achievement award from SES for her efforts</li> <li>- Continued as resource advisor, maintained a \$91K budget for photo support and office requirements <ul style="list-style-type: none"> <li>-- Brought PA communication abilities into 21st Century with new cell phone and bricks costing \$20K</li> </ul> </li> <li>- An outstanding asset and superior performer, her knowledge and attitude are heads above her peers</li> </ul> <p><b>Leadership/Organizational and Planning Skills</b></p> <ul style="list-style-type: none"> <li>- Rose to the top as she faced challenges this summer when boss, deputy and newspaper editor left <ul style="list-style-type: none"> <li>-- Had the historical background and knowledge to handle anything from battlestaff to briefings</li> <li>-- New boss counted on her for direction, info and contacts to ease his transition--she's right on target!</li> </ul> </li> <li>- When West Nile infected a bird on Eglin, set the wheels in motion to quell the base-wide panic <ul style="list-style-type: none"> <li>-- Wrote and briefed PA plan to commanders--rated excellent by command; in less than 24 hours, put plan in motion by preparing handouts and prepping spokesman for numerous media interviews</li> <li>-- Same for anthrax, developed plan and got word out that we had the tools to deal with any threat</li> </ul> </li> <li>- Is valued advisor to the Partnership Council between management/labor--publicizes efforts basewide</li> <li>- The 96 ABW is primary account and she attends their weekly staff meetings at commander's request <ul style="list-style-type: none"> <li>-- Got the base commander out on two local talk radio stations to answer questions on base issues</li> <li>-- He asks for her by name to publicize his agenda to the on/off-base populous--she never fails!</li> </ul> </li> <li>- Her group commanders love her! They can submit story ideas and know she'll follow up on them</li> <li>- Organized media center for Air Armament Summit; brought together 450 senior leaders from DoD <ul style="list-style-type: none"> <li>-- Three days of interviews yielded 25+ stories in trade pubs worldwide for months; great publicity!</li> </ul> </li> </ul> <p><b>Judgment and Decisions</b></p> <ul style="list-style-type: none"> <li>- Sept. 11 brought a new way of doing business; she set up a triage for calls--one PA answered phones, one sought guidance, another responded to hundreds of queries on FPCons, security, and deployment <ul style="list-style-type: none"> <li>-- Worked 16-hour days, was PA rep on weekend battlestaffs; was at commander's side with guidance</li> <li>-- Determined a press conference best venue to respond to queries; briefed commander on rules</li> </ul> </li> <li>- Months later, still on call 24/7 to respond to media, her boss, or commanders on myriad issues <ul style="list-style-type: none"> <li>-- Selfless; worked Thanksgiving Day coordinating with the <i>Today Show</i> on a fast-breaking story</li> </ul> </li> <li>- First with deployment interviews; worked closely with commanders when CE sent troops out</li> <li>- When no one could talk, worked daily to find stories for reporters who were clamoring for news <ul style="list-style-type: none"> <li>-- Manager of Family Support did multiple interviews to promote our help for families of deployed</li> </ul> </li> <li>- Reporters go to her first for the answers--no one has better working relationship with local/nat'l media <ul style="list-style-type: none"> <li>-- Deftly fielded the most queries handled last year on topics ranging from nude beach to illegal aliens</li> <li>-- Knows the right people with the right answer to all the questions--commanders trust her</li> </ul> </li> <li>- Coordinated "Monday Focus" with <i>Daily News</i> on Security Forces--garnered huge page-one publicity</li> <li>- Actively engaged media for several stories, from a captain donating a kidney to AF-wide para-rescue training held here for the first time--media knows she'll call when there's a story to be told</li> </ul> <p><b>Communication Skills</b></p> <ul style="list-style-type: none"> <li>- Developed a thorough media training package for SPTG commanders, five scenarios and taped results <ul style="list-style-type: none"> <li>-- Lauded as an excellent product--other commanders are in line wanting the same for their staff</li> </ul> </li> <li>- Wrote and distributed a pamphlet detailing PA assistance to families if contacted by media; we brief families at their meetings and provide continuous support for a changing deployment operation</li> <li>- A prolific writer, has the ability to turn a story on short notice; the EAGLE staff depends on her ability to rewrite articles submitted, go out and find a story, and proofread the paper for content <ul style="list-style-type: none"> <li>-- Wrote eight front-page articles and six of her stories reached Air Force on-line news level</li> </ul> </li> <li>- Never afraid to admit what she doesn't know--uses available resources at AFMC/SAF to find answers</li> <li>- A seasoned professional who displays ability to maximize opportunities in every situation; she's great!</li> </ul>		

**NOMINATION FOR AWARD** *(Continued)*

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**Lois A. Walsh, GS-1035-07**

SPECIFIC ACCOMPLISHMENTS *(Use single-spaced, bullet format)* *(Continued)*